WEST

Freeform Search

Database:

    US Patents Full-Text Database
    JPO Abstracts Database
    EPO Abstracts Database
    Derwent World Patents Index
    IBM Technical Disclosure Bulletins

Term:

    negotiation$1 SAME term$1

Display: `10` Documents in **Display Format:** `TI` Starting with Number `1`

Generate: ○ Hit List ● Hit Count ○ Image

| Search | Clear | Help | Logout | Interrupt |

| Main Menu | Show S Numbers | Edit S Numbers | Preferences |

Search History

Today's Date: 11/2/2000

DB Name	Query	Hit Count	Set Name
USPT,JPAB,EPAB,DWPI,TDBD	negotiation$1 SAME term$1	129	L2
USPT,JPAB,EPAB,DWPI,TDBD	negotiation$1	3240	L1

reviewed twi.

2/9/1
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
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03250084   Supplier Number: 46671254   (THIS IS THE FULLTEXT)
TRADE'ex **Develops Java Compliant** Electronic
   Commerce Solution for Creating Wholesale Markets over the Internet
Internet Content Report, v1, n12, pN/A
Sept 1, 1996
Language: English   Record Type: Fulltext
Document Type: Newsletter; General
Word Count: 277
TEXT:
TRADE'ex Electronic Commerce Systems, Inc. has developed two new Java
Compliant solutions for the Commercial Marketplace. The first solution is
the TRADE'ex Market Maker, which modernizes electronic commerce over the
Internet by allowing governments, large companies, and trade associations
to organize industry-wide markets bringing together multiple buyers and
multiple sellers into one location on the Web. The Market Maker allows an
organization to operate a live trading market over the Internet where
multiple buyers and sellers can trade interactively. It gives buyers the
options of purchasing directly from the prices on the screen or negotiating
with sellers through a bid/ask feature. Sellers can also change prices
directly on-screen, develop online promotions, and have multi-tiered price
structures. Indepth product information can be accessed for any product and
purchase orders are handled directly online. The ''backoffice"
administrator version includes five modules
      user, product, sales, management, accounting and reporting. And,
because the user interface of the TRADE'ex Market Maker is written in Java,
it is completely platform independent and the user is automatically
presented with the latest version.
      TRADE'ex also announces the development of the TRADE'ex Distributor, a
business to business electronic commerce solution for companies looking to
conduct wholesale transactions through their Website. With the TRADE'ex
Distributor, wholesalers can negotiate, close and ship orders to their
customer base through their Web site. The Distributor front-end includes a
complete catalog module, fully showing customized price levels as well as
full order tracking capabilities and account management features. The
"backoffice" version includes five full feature modules: user, product,
sales, management, accounting and reporting. Distributor is a/so Java
Compliant. Visit http://www.tradeex.com.

PUBLISHER NAME: Communications Industry Researchers, Inc.
INDUSTRY NAMES: BUSN (Any type of business); TELC (Telecommunications)

2/9/2   (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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04767019   Supplier Number: 47017134   (THIS IS THE FULLTEXT)
10 Who Dared to Be Different: For World Wide Web-based buying and selling,
  these sites stand out
Gibson, Stan
PC Week, p021
Jan 6, 1997
ISSN: 0740-1604
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Tabloid; General Trade
Word Count: 3404
TEXT:
You wouldn't build a gas station on a deserted cul-de-sac, would you?
    The key to success in electronic commerce is not much different from
that in any other business: Take advantage of your location.
    In selecting our Top 10 E-commerce sites, we looked for those that
took advantage of the World Wide Web--sites that empower the customer in
ways that would not otherwise be possible.
    So what are the online advantages we believe E-commerce providers must
exploit? * Convenience. Let's state it this way: If a site makes the
customer do more work than is required by a conventional counterpart, the
site will not last long.
    * Selection. Access to a huge inventory is one raison d'etre for
E-commerce. Electronically, it's possible to make available far more
merchandise, more economically, than is possible in a physical warehouse.
    * User-friendliness. A site must be attractive enough for a user to
want to visit, and it must guide the customer through the shopping and
buying process. Sites should use wizards to anticipate a shopper's
interests.
    We have chosen not to rely on a left-brain quantitative approach by
simply picking the sites that claimed the most transactions or highest
dollar volume. Besides, such data is unreliable at this early stage.
Instead, we visited the sites, evaluated their use of the Web and, where
possible, made purchases to arrive at our judgments.
    Sites that appeared to be subsets of current merchandise catalogs,
with little unique value to the Web, did not rate high with us. As Erin
Callaway's story (below) explains, there is likely to be an E-commerce
shakeout this year. We believe the successful sites will be those that take
advantage of the Web--not those that merely transpose a brick-and-mortar or
catalog-shopping experience to the electronic environment.
    Will you reach different conclusions from ours? Possibly. We look
forward to hearing from you. Tell me your Top 10.
    This Excursion Is One Worth Taking
    We ventured far and wide across the Internet, and Expedia stood out
like a landmark. The best of an innovative class of travel sites, Expedia
covers a lot of territory, from reserving hotel rooms and rental cars to
purchasing airline tickets.
    The site sports a friendly and fun itinerary-based interface. It also
includes a Fare-Tracker feature, which sends a user E-mail messages about
low-cost flights to favorite destinations. Travel Dispatch is a digest of
news stories that might affect your travel plans. Also included are links
to weather sites, a currency converter, an adventure magazine and forums
where users can share travel tips. The site also includes frequent flier
mile deals and some discounts.
    Expedia is funded by banner-style advertising revenue, its yellow

pages directory and the percentage it takes from bookings made on the site. It's free to the ⬤ er and, after only a few mon ⬤ operation, is generating $3 million per month.

Microsoft Corp. supports the online booking experience with copious E-mail addresses, fax numbers and 800 numbers; one never has the feeling of being abandoned at any step of the way. In our view, it beats competitors www.travelocity.com and www.travelweb.com because of superior features and user-friendliness.

Expedia creates a whole travel experience from exploring destinations to browsing accommodations. And it lets customers set their own priorities: For example, a user can select price as the overriding consideration.

Rich Barton, lead product manager, and Josh Herst, product manager, launched the site in October. Not surprisingly, it was developed in-house using Microsoft tools: BackOffice, Windows NT Server, Internet Information Server and SQL Server.

Take Stock in Your Financial Planning

Personal investing, like travel planning, is well-suited to the World Wide Web. E*Trade is an online investing site that takes advantage of the Web to let investors access a wealth of individual stock data. E*Trade masterminds Pam Kramer, vice president of product marketing, and David Ewing, CIO, have brought to the site basic company information, charts showing a stock's performance history, up-to-the-minute stock quotes and earnings estimates.

Although eschwab, the electronic wing of the Charles Schwab & Co. discount brokerage, is a very strong site, E*Trade's excellent news feature won us over. Users can click on hypertext links to online news sources and type in the names of companies to receive breaking news on those firms.

E*Trade also boasts a lower per-trade cost--$14.95 or $19.95 per trade--than other sites, and all of the resources on the site are free. Once the user purchases the stock, a receipt is sent back within seconds.

For E*Trade, there is no retreat from online: The Palo Alto, Calif., company is entirely virtual and has no conventional brokerage counterpart. Active since February 1996, E*Trade has 50,000 active accounts, quarterly revenues of $17 million, from $7 million to $10 million in new deposits every day and $2.8 billion in customer assets, according to company officials.

E*Trade was built with CGI (Common Gateway Interface) programs written in C++; Web pages were built using Front Page; Symantec Corp.'s Cafe is being used to develop Java applets.

Before You Sign on That Dotted Line...

General Electric set up this web site in 1994 so its vendors could easily and quickly make bids on GE electronics components contracts. It has since broadened into a secure public online commerce network linking suppliers and buyers and has a suite of tools for conducting interactive negotiations.

The site is focused on industrial commodities such as metalwork, plastic parts, chemicals, packaging, computer parts and electronics. In 1995, GE put $250 million worth of business up for bid to approximately 800 participating suppliers and pledged to spend $1 billion through this site in 1996.

The site benefits both GE and its suppliers: GE gets more companies competing for its business, while the suppliers incur lower selling costs.

The site has three key components:

1. Negotiation: After using the site successfully for its own purposes, GE opened it up to businesses large and small as a place to conduct negotiations online. There is a fee to buyer companies for participating.

2. Ordering: Through TPN (**Trading Process Network**) Mart, buyers can browse an electronic catalog of goods and services, generate electronic purchase orders and, in the case of Fortune 1,000 companies, pay for their purchases with the Procurement Card, an electronic credit card. Smaller companies that do not yet have the ability to receive electronic funds get paid the old-fashioned way.

3. Web services: Smaller companies can sign up with GEIS to create their Web sites. They fill out a few simple electronic forms, choose colors

and backgrounds, put their goods in the TPN Mart electronic catalog and voila--instant E-commerce.

Orville Bailey, director of marketing, global purchasing and supplier productivity solutions at GE, based in Stamford, Conn., initially had the vision to put the TPN on the Internet. In the second quarter of 1995, he began putting together a team, including Gary Hare, manager of product development for global purchasing and supplier productivity solutions, to make his vision happen. Hare's staff used Java, JavaScript, HTML and Perl.

A Bookstore That's Truly One in a Million

Amazon.com was conceived entirely for the online experience, and it shows. It's a comprehensive bookstore that claims to offer more than 1.1 million titles. Those million books aren't stored in an abandoned Boeing hangar somewhere; instead, Seattle-based Amazon.com electronically contacts publishers when it receives orders for their books. Their business model delivers value in ways uniquely enabled by the Web--they're more than just an electronic implementation of a book store.

Amazon.com is a "high-touch" site that is engineered with the customer in mind. It allows you to browse but also provides significantly more information than you could receive at a conventional bookstore. Amazon.com provides book jacket synopses and review blurbs, for example. Amazon.com will notify you by E-mail when its intelligent agents uncover a new title by an author you like. You can also join chat groups dedicated to specific genres, such as science fiction or mystery.

Customers add and remove products from a virtual shopping basket as they meander through the store. One click will purchase the lot when you're done.

The site was in production for a year before "opening its doors" in July 1995. It was built in-house in C and C++, and uses Oracle as its database manager and Netscape Communications Corp.'s Secure Commerce Server.

Dealers' Delight: Auto Cyberlot

Manheim Online, from Manheim Auctions, a division of Cox Enterprises Inc., brings the Web to the used automobile supply chain--the network of auto makers, banks, leasing companies, rental companies and users of fleet vehicles--that buy and sell millions of vehicles annually.

Unless you are an auto dealer, you won't be able to venture too deeply into this site. We took a tour, courtesy of Manheim.

The largest automobile auction company in the world--the value of its annual inventory is $20 billion--Manheim takes possession of a car from the seller and handles all the administrative and title work and any reconditioning to prepare the car for auction.

Now, used car dealers who want to buy cars from Manheim, based in Atlanta, can do so using this site on the Web; an online auction feature is expected this year. The auction feature will be expanded to include live video.

Dealers visit "cyberlots" to gain information on vehicles such as make, model and price. There are pictures of the cars so dealers can see any damage as well. Since the ability to buy cars online means that a dealer in Kansas might buy a car from a supplier in San Francisco, there is also information about transportation companies.

A buyer fills out an online order form. At Manheim's end, a contract is automatically faxed and E-mailed to the dealer. The purchase is complete when the dealer signs the contract and mails it back with payment.

Although this site does not yet include the exchange of money over the Net, we have selected it because it breaks new ground in using the Web to circulate the nation's automotive stock--bringing auto buyers and sellers together as never before.

Established in February 1996, the site is expected to be profitable in 1997. The site charges users transaction fees, although Manheim declined to disclose the fee structure.

Manheim Online's HTML pages are both static and dynamically generated by CGI scripts written in Perl and C. Shockwave and JavaScript also were used. Netscape Secure Commerce software runs on a Sun Microsystems Computer Co. SPARCserver. A Microsoft SQL Server database on Windows NT talks to an IBM AS/400 on the back end.

Ralph Lineado, senior vice president of development, conceived the idea for the Web ● ad has overall responsibilit● it. Steve Crawford, software development manager, was a key member of the design team and is currently in charge of managing the site.

How to Snap Up Pictures in a Flash

PhotoDisc provides digitized stock photography over the Internet for use by design firms, publications and advertising agencies. Customers can view, order and receive any of 50,000 images, the largest collection of royalty-free digital stock photography on the Internet, according to PhotoDisc Inc. officials in Seattle.

PhotoDisc takes advantage of the Web by the size of its inventory and by tracking the preferences of more than 30,000 customers and sending them E-mail regarding new images that suit their interests.

The site uses the Virage Image Engine, a visual information retrieval engine from Virage Inc., in San Mateo, Calif. It asks customers to rate picture attributes, such as color, texture, structure and composition, and uses the ratings to help narrow customer searches.

Because the images are royalty-free, customers pay only once--from $10 to $190--for unlimited use, rather than each time an image is used. The site eliminates the cost of fulfillment--the shipping of a photo or disk--which keeps costs below conventional alternatives. Sales are $300,000 per month, officials claim.

The PhotoDisc Web site, which went live in October 1995, was built with OneServer, a Web E-commerce software platform from Connect Inc. A creative team from Studio Archetype Inc. (formerly Clement Mok Designs) in San Francisco helped build the site.

Tom Hughes, president, and Bill Heston, vice president of business development, took the lead in pushing PhotoDisc's services onto the Web. PhotoDisc officials estimate that if the site were built today from scratch, it would cost about $1.5 million. PhotoDisc expects to have more than 100,000 images by January 1998, they added.

Liquidation Sale: Everything Must Go

Where else but on the Web could you bid against millions of shoppers for a wide range of deeply discounted products? At Internet Liquidators (www.internetliquidators.com), shoppers participate in a real-time Dutch auction. Rather than bidding on products as prices increase, in a Dutch auction, products are sold for a specific period of time during which prices gradually drop. The longer shoppers wait, the lower the prices they'll pay. The risk, however, is that other shoppers will snap up bargains first.

What's unique about Internet Liquidators is that shoppers can see current auction status information as it changes. The site continuously shows the current price on the item, the number of units remaining and the time left. Most auctions run less than an hour.

A wide range of products is available, from gourmet foods to computer equipment and CD-ROM sets to athletic gear. In all, there are 20 categories of products, which are shipped in 14 to 21 days.

Shoppers seeking a more traditional experience also can buy items from an online mall or a conventional top-bid auction.

The site went live in the United States in July and is attracting several thousand visitors daily, according to co-founder Jeff Lymburner. The company won't discuss revenues. Lymburner, like his co-founder Paul Godin, came to the Web from a consumer electronics background. Godin got the idea when he bought something at a mall site and found it boring.

Internet Liquidators, a 12-person Toronto-based company, uses an internally developed real-time transaction engine to manage the site. Company officials said the software, running mainly on Digital Equipment Corp. Alpha hardware, can handle hundreds of simultaneous transactions.

The Sounds of Music From to Rock to Bach

There is stiff competition among sites selling compact disks, but this one is our winner because it caters to both the occasional buyer and the hard-core music hound. Moreover, its features are so compelling, it could convert the casual visitor into a repeat buyer, thus expanding the home entertainment market.

Visitors can search for CDs from a database of approximately 200,000

artists by sampling sound bites. They also can sign up for an E-mail newsletter that w███ ad weekly alerts about conce███ ew releases and artists in music genres selected by the customer.

There is information on new releases, links to current music charts, links to music industry magazines, E-mail lists for discussions about artists or groups and online fan clubs.

CD Universe's most outstanding feature is its search capability. At the home page, you can browse through nine genres—rock, classical, jazz, R&B, country, world, miscellaneous and, seasonally, Christmas—or you can enter an artist's name, album or song title.

When you search on an artist, for example, you'll get a list of everything in stock by that artist: domestics, imports, singles and videos. In addition, you get a link to Biography, which gives you the All Music Guide biography on that artist. Within Biography, you get a link to Style. If your artist is in alternative pop/rock, for example, you click on Style and get a list of 20 other top alternative rock choices from different groups.

In addition, when you search on a particular artist, you also get a link called Roots and Similar: the other bands the artist has been associated with and other bands that are in that same genre that you might like. Click on them, and you'll get the same kind of listing of albums, singles and videos, all of which you can immediately put into your shopping basket.

When you click on the title of an album, you get price, genre, style (with links), two ratings, street date for when the album was first available, running time and label. You also get a review from AMG and a listing of each track on the album with the run time and the artists performing on that track.

CD Universe officials from Wallingford, Conn., said the site's traffic more than doubled between August and October 1996, and they expect the site to be profitable—recovering development, maintenance and marketing costs—by the end of the first year of operation in April.

Charles Beilman, president, wrote the software for the site using Visual Basic, CGI, Perl and Java. Gary Kaloski, database manager, integrated the product database and the All Music Guide database. The site runs on Netscape Communications Corp.'s Commerce Server.

A Vintage Site For Wine and Food

We've got a soft spot for wines, so it would be hard for us to leave Virtual Vineyards off our list. But this site has earned its Top 10 standing because it was a Web pioneer that blazed a trail for online retail followers.

Virtual Vineyards claims to have completed the first secure electronic transaction soon after the site launched in January 1995, using a beta version of Commerce Server from Netscape.

The site also set standards for user-friendliness, offering detailed information on the 500 wine and food products in stock and guiding the customer through the shopping experience.

"I developed an outcome-oriented, quick-trace navigation scheme to facilitate sales," said Harry Max, a company founder and Webmaster. "It's a very specific model so that every single page meets a certain set of criteria for navigation. ...That prevents the user from getting lost, so they always know what their options are." Customers who don't want to browse don't have to: They can go straight to an order form.

The wine shop was set up to help buyers make choices, such as red or white, or California or French, Max said. But the food shop was designed to be a "serendipitous experience" because people "tend to wander around and pick out things they like when they're shopping for gourmet foods," he said. Food browsers will find exotic fare such as smoked salmon, caviar, organic maple syrup, rack of lamb, Belgian chocolates and mango cilantro chutney.

Max won't disclose exact figures but said the site receives thousands of visitors per day and has grown 20 percent per month. Last year, Virtual Vineyards did about three times the volume of the previous year, Max estimated. The typical order is $100.

The site, which cost $2 million to construct, was built entirely with

custom- designed ●~~ction technology and was wri●· in Perl and CGI, although Java is ●ing into play, said Max.

The Fast Route To Web Sales

The information highway is largely paved with Cisco Systems Inc. routers. So it's fitting that Cisco has built an outstanding E-commerce function in its Cisco Connection Web site.

"We've found that 97 percent of our customers have access to the World Wide Web and between 60 percent and 70 percent use it more than once a week," said Chris Sinton, director of Cisco Connection, in San Jose, Calif. Preaching to the converted makes sense: From July through November, $100 million in orders were taken. Cisco expects to handle $650 million in orders over the next year.

The Commerce Agent is perhaps the site's most outstanding feature. Customers can enter profiles of themselves, configure products and check on the status of their orders using the agent. Customers have used the site to check order status 45,000 times. "That's 45,000 customer service calls we didn't have to answer," said Sinton.

The site also has a very useful search function that combs through Cisco's inventory of 12,600 products.

Although literature, documentation and software can be purchased by anyone, Cisco networking hardware is sold only to current customers. Some 8,100 have registered so far.

The site was built using Netscape's Secure Commerce server on a SunSoft Inc. Solaris server and accesses data from Oracle Corp. enterprise resource planning applications. The Web site was developed in-house by Cisco on Unix using HTML and C. No special tools were available when work began, Sinton said.

Contributed by Lauren Gibbons Paul, Erin Callaway, Esther Shein, Aileen Crowley, Jeff Moad and Rusty Weston

PUBLISHER NAME: Ziff-Davis Publishing Company
COMPANY NAMES: *Amazon.com Inc.; CD Universe; Charles Schwab and Company
  Inc.; Cisco Systems Inc.; E*TRADE Group Inc.; Expedia; General Electric
  Co.; Internet Liquidators; Manheim Online; PhotoDisc Inc.; Virtual
  Vineyards
EVENT NAMES: *360 (Services information)
GEOGRAPHIC NAMES: *1USA (United States)
PRODUCT NAMES: *4811500   (Specialized Telecommunication Services)
INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office
  Automation)
NAICS CODES: 51331 (Wired Telecommunications Carriers)
TICKER SYMBOLS: CSCO; EGRP; GE
SPECIAL FEATURES: COMPANY

1/9/1
DIALOG(R)File 647:CMP Computer Fulltext
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01110466   CMP ACCESSION NUMBER: CRN19961118S0116
Pioneering Reseller Sites
COMPUTER RESELLER NEWS, 1996, n 711, PG206
PUBLICATION DATE: 961118
JOURNAL CODE: CRN   LANGUAGE: English
RECORD TYPE: Fulltext
SECTION HEADING: Electronic-Commerce Pioneers
WORD COUNT: 637
TEXT:
    Azteq Direct
    (http://www.azteq.com)
    Originally a mail-order company with a printed catalog, Azteq Direct
gained reseller pioneer status by dumping its catalog and switching to the
Internet in May 1995. Azteq Direct offers more than 30,000 hardware and
software items. Special features include a company-branded debit card and
a custom-designed system called "I- check" for clearing checks. For
deliveries, the company combines a drop-ship system with 11 warehouses
across the country to provide two -day delivery on most products.
    CompUSA
    (http://www.compusa.com)
    CompUSA's Internet site transposes its product catalog online.
Rather than encouraging electronic business, however, this site is geared
toward stimulating telephone sales; the company refers surfers to its
toll-free number to place an order. A CompUSA sales representative will
phone customers who enter an order online to confirm the order and
request their credit card number.
    CyberGold
    (http://www.cybergold.com)
    CyberGold's slick Web site is pioneering a unique aspect of
electronic commerce. The company plans to pay consumers to "watch" ads
online. This approach combines lead prospecting with cash incentives.
Consumers browse ads in detail and then are asked to complete a
questionnaire to verify that they actually read the ad. Vendors agree to
pay a set price to CyberGold for each verified consumer. CyberGold
basically splits the vendor fees with the   consumers. For example, if a
vendor pays $1 for each verified consumer , both CyberGold and the
consumer receive 50 cents.
    Cyberian Outpost
    (http://www.cybout.com)
    Cyberian Outpost may not offer the largest list of products for
sale, but what it lacks in quantity it makes up in quality. This well
-organized site has been around since May 1995-a relatively long period
in Internet time. Cyberian Outpost offers software and hardware for
Macintosh, PCs and Personal Digital Assistants. Special features include
multilingual versions in Italian, Japanese, French, Spanish, German,
Dutch and Portuguese, and a currency converter.
    Internet Shopping Network
    (http://www.isn.com)
    Internet Shopping Network (ISN) is the computer counterpart to
cable TV's Home Shopping Network, the brainchild of media magnate Barry
Diller. ISN offers more than 35,000 hardware and software products. Aside
from a World Wide Web site, ISN sells through major online services,
including America Online, CompuServe and Prodigy. Innovative features
include a partnership with Online Interactive's atOnce Software stores,

which lets customer buy and download more than 900 different software titles.

OnSale
(http://www.onsale.com)
OnSale is an online auction house that offers computer hardware and software, as well as items such as consumer electronics and car stereos. Products listed tend to be close-outs or those at the end of their product life cycle. Everything is auctioned using a variety of formats. In the Yankee Auction, a number of identical items are offered for sale simultaneously and go to the highest bidder. In the Dutch Auction, a number of identical items are offered and sold at the lowest successful bidder's price. In the Standard Auction, single items go to the highest bidder. And in the Buy or Bid format, customers can buy an item at its asking price or make a lower bid, which can be accepted at the discretion of the merchant.

Software.Net
(http://www.software.net)
Software.net is the online-commerce division of CyberSource, offering more than 20,000 software products from 600-plus publishers. The company sells software for Windows, DOS, Macintosh, OS/2 and Unix, and offers electronic fulfillment and downloading from leading publishers, including Microsoft Corp., IBM Corp., Novell Inc., Symantec Corp., Claris Corp., NetManage Inc. and Quarterdeck Corp. The reseller provides telephone support to customers for many of the products it sells. It also works with corporate clients, traditional resellers and distributors.

TRADE'ex
(http://www.tradeex.com)
Trade'ex offers an innovative product exchange aimed at resellers. Using Java technology, the company has created Trade'ex Market Maker and Trade'ex Distributor to facilitate online purchases. A unique Bid/Ask exchange lets buyers communicate with sellers online to negotiate special prices.

3/9/4   (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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05581627   Supplier Number: 48450119   (THIS IS THE FULLTEXT)
TRADE'ex Introduces E-Commerce Software for Procurement,
  Distribution, Virtual E-Markets.
Business Wire, p04281405
April 28, 1998
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1149
TEXT:
NEW YORK--(BUSINESS WIRE)--April 28, 1998--GARTNER iEC CONFERENCE
     Electronic Market Software Maximizes Return on Investment Through
End-to-End Commerce-Chain Integration
     TRADE'ex Electronic Commerce Systems Inc. today announced
the immediate availability of the TRADE'ex e-Market Suite
(TeMS), designed for companies that want to use the Internet, intranets and
extranets to streamline operational processes, and reduce the cost of
buying and selling goods and services.
     Built on a multi-tier, component-based network application
architecture, TeMS is written in the Java programming language and
JavaBeans, scales to thousands of simultaneous users, and includes new
versions of the award winning TRADE'ex Procurement, TRADE
'ex MarketMaker and TRADE'ex Distributor
applications.
     Separately, TRADE'ex also announced new partnerships with
shipping giant United Parcel Service and universal catalog and content
provider Requisite Technologies Incorporated. TRADE'ex also
announced it has completed a second round of venture funding totaling more
than $7.5 million.
     "Only TRADE'ex offers a common e-market platform and no
one beats us on flexibility and extensibility," said Daniel Aegerter,
chairman and chief executive officer, TRADE'ex. "During the
past year, we have expanded our management team, signed new customers and
partners, and leveraged the most current Java technologies to enhance our
e-market network application architecture. We're ready for rapid growth and
to take the leadership position in the enterprise e-commerce market."
     Electronic Market Software
     Unlike web-based procurement front-ends and supplier-based catalog
solutions, which are limited by their one-sided view of e-commerce,
e-market software integrates all the underlying components required to
empower both buyers and suppliers, and extend self-service processes and
interaction across the entire commerce-chain. The primary components
required to construct an electronic market include: Web front-ends,
electronic catalogs, market application features, specialized e-commerce
extensions such as shipping cost and tracking components, security and
payment authentication modules, and open Internet and EDI transaction
protocol connectors. At the market application feature level, electronic
market software must provide advanced features such as sophisticated
cross-organizational hierarchies, user-level rules and permissions, event
driven workflow, market costing administration, and a self-configuring user
interface. In addition, all workflow, hierarchies, permissions and business
rules can be managed from an integrated, browser-based management
interface.
     "Whether a company is deploying an internal procurement solution or
building a multi-buyer, multi-seller online marketplace, ultimately what

they care about ●c⸱ ⸱ating markets that maximize ●f⸱ iencies of
interactions to ●ι⸱ ⸱operating and transaction ●   said Jon Corshen,
vice president of product marketing, **TRADE'ex**. "The **TRADE**
'**ex** e-Market Suite is the only commerce platform that provides the
comprehensive features required to create true Internet-, intranet- and
extranet-enabled cross-enterprise electronic markets."

     TRADE'ex e-Market Suite

     The **TRADE'ex** e-Market Suite includes a highly scalable
architecture and **TRADE'ex** Procurement, **TRADE'ex**
MarketMaker, and **TRADE'ex** Distributor applications. The
TRADE'ex architecture is built on an open platform, utilizing
component-based Java technologies that provide unmatched extensibility,
performance and security, and easily extend ERP and legacy computing
systems.

     "The **TRADE'ex** architecture and Procurement,
MarketMaker and Distributor applications clearly demonstrate that the
Java platform is the enterprise environment for the future," said Mark
Tolliver, vice president of market development, Sun Microsystems Inc. "Java
and JavaBeans made it possible for **TRADE'ex** to create this
highly scalable next-generation self-service solution."

     The **TRADE'ex** e-Market software has been recognized by the
industry for its outstanding design and performance. Recent awards include:
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     --   Best of Show - Electronic Commerce Application - Internet World,
     Spring '98

     --   Best of Class - Procurement & Administration application - ICE,
     Spring '98
    -0-

     "The **TRADE'ex** e-Market Suite is an excellent example of
how business can be enhanced by the marriage of e-commerce and the Web,"
said Josh Greenbaum, senior consultant at Hurwitz Group, Framingham, MA.
"The **TRADE'ex** product and architecture can improve the
efficiency of **trade** in an organization and help businesses achieve
significant cost savings."

     TRADE'ex Procurement

     Designed for companies that want to automate and streamline end-to-end
enterprise procurement processes for operational goods and services, the
new version of **TRADE'ex** Procurement utilizes corporate
intranets and extranets to create an internal electronic market. It
streamlines end-to-end processing through comprehensive functions such as
desktop requisitioning with advanced cataloging, online multi-supplier
sourcing and order creation, desktop receiving, and browser-based query and
reporting.

     TRADE'ex Procurement allows buyers to establish
organizational business and workflow rules at the enterprise or divisional
level, and to establish user-permissions and profile defaults at the
individual user-level. **TRADE'ex** Procurement software easily
integrates with and extends back-office systems, enables self-service
desktop automation and enhances interaction between end users and suppliers
to reduce acquisition, product, and carrying costs associated with
corporate MRO or operational resource expenditures.

     TRADE'ex MarketMaker

     TRADE'ex MarketMaker is targeted at leading
consortiums, franchises and vertical industry community developers who want
to enable sophisticated, multi-buyer, multi-supplier online marketplaces
that automate all dynamic buyer-to-supplier trading processes. Key
TRADE'ex MarketMaker features include: real-time online
negotiations and auctions, sophisticated one-to-one pricing with
multi-level price breaks, and cross-organizational hierarchy and
participation management rules. Leading online community creators such as
Plastics.Net and **Trade** Compass are adopting **TRADE'ex**
MarketMaker to turn communities into fully interactive electronics
markets. In addition, **MarketMaker** hosts can resell **TRADE'**

ex Procurement to community buyers that want to create internal procurement market, private subsets of the overall marketplace, while retaining access to the central market for sourcing and one-time buying requirements.

TRADE'ex Distributor

TRADE'ex Distributor is a supplier-based solution that enables medium-to-large distributors to share online pricing, availability and extended product information with both resellers and customers. Unlike simple catalog-based solutions, TRADE'ex Distributor creates a buyer-centric metaphor that empowers customers to establish their own unique process rules, permission hierarchies and customizable workflow. TRADE'ex Distributor can be used by the enterprise, and its resellers or brokers to effectively refine the sales process, reducing costs of sales and increasing overall customer service levels.

Pricing and Availability

The new versions of TRADE'ex Procurement 2.3 and TRADE'ex MarketMaker 4.0 are available immediately. TRADE'ex Distributor 2.0 will be available this summer. Applications are individually priced based on self-service user packs. Implementation services are available through the TRADE'ex Professional Services Group and through TRADE'ex authorized service providers. Early customers report a license-to-service-ratio of less than one-to-one. For more information, call 1-888/4TRADEX or visit www.tradeex.com.

About TRADE'ex Electronic Commerce Systems, Inc.

TRADE'ex makes electronic commerce software for businesses that want to use the Internet, intranets and extranets to streamline operational process and reduce the cost of buying and selling goods and services. The TRADE'ex e-Market Suite (TeMS) is comprised of the company's component-based network application architecture, and TRADE'ex Procurement, TRADE'ex MarketMaker and TRADE'ex Distributor applications. TRADE'ex is a privately held venture-backed company headquartered in Tampa, Florida with offices in San Francisco and Atlanta. -0-

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